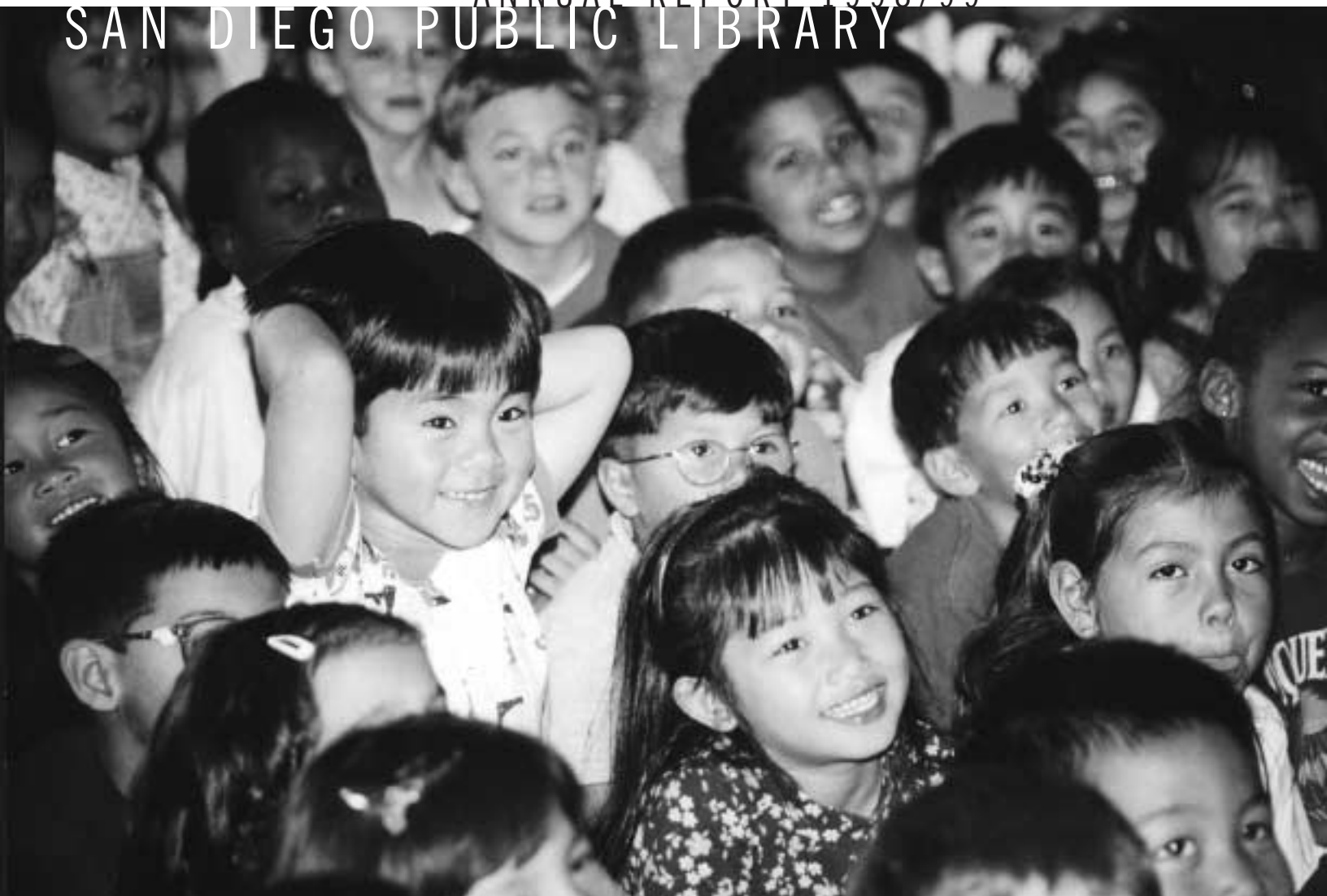




THE CITY OF SAN DIEGO

ANNUAL REPORT 1998/99

SAN DIEGO PUBLIC LIBRARY



The Mission of San Diego Public Library is to . . .



Respond to the information needs of San Diego's diverse communities.

Ensure equal access to local, national and global resources.

Anticipate and address the educational, cultural, business and recreational interests of the public.

Develop and provide welcoming environments.

DIRECTOR'S MESSAGE

During the last two years, San Diego Public Library has continued to grow and change in order to connect our citizens to the world of information.

Over 14 million people came through the doors of our 35 libraries in the last two fiscal years. We get more visitors than the San Diego Zoo! Our customers checked out over 13 million "items" - we can't say "books" any more, because they may have checked out audio or videotapes, CDs, or even computer programs.

In addition, many people used the library by dialing into our catalog and databases from home, or checking out our Web site to keep up with library news and events. The past two years have seen rapid changes in the information we make available in electronic format, and the infrastructure within our facilities to speed that information to every site. The near future will see easier access as a Web Catalog is launched.

But in many ways, San Diego Public Library has not changed. It is the same warm, exciting place where parents and children come for story hours and story books. Homework centers provide help for students as they develop research skills. And all ages find resources to support interests and needs, whether it is how to install a carburetor or to find an introduction to birdwatching.

I am grateful to the efforts of our creative and tireless staff, who have made all the achievements on the following pages possible. Enthusiastic Friends of the Library, community partners, volunteers, private donors and public and private granting agencies all help provide the funds and services that led to these accomplishments. Thank you to one and all.

I also extend my appreciation to the Board of Library Commissioners who continue to support San Diego Public Library with dedication.



Anna Tatár

ANNA TATÁR, LIBRARY DIRECTOR
SAN DIEGO PUBLIC LIBRARY

HIGHLIGHTS	2
CENTRAL LIBRARY	4
REACHING OUT	5
BRANCH LIBRARIES	6
CELEBRATING DIVERSITY	7
TECHNOLOGY	8
COMMUNITY SUPPORT	9
VOLUNTEERS	10
FINANCIALS	12

HIGHLIGHTS

Summer 1997

- The Library's Summer Reading Program for children and teens, "Detectives, Inc. - the Case for Reading," went on to win the national John Cotton Dana Award for the Serra Cooperative Library System of which SDPL is a part.
- "A More Perfect Union: Japanese Americans and the United States Constitution", a national exhibition created by the Smithsonian, provided a thought-provoking look at our history.
- Redesigned web pages provided much information about the library for those who have access and included guides to Internet searching.
- NBC 7/39, Qualcomm, the Sweet Factory and the Teacher's Credit Union joined SDPL and the Serra System and launched a new **Rewards for Reading** program to encourage families to read together.

Fall 1997

- New electronic resources were added to better serve San Diego's diverse community. **Informe** and **Ethnic Newswatch** became available at the Central Library and selected branches.
- READ/San Diego was selected as an exemplary adult literacy program by the National Institute of Literacy, and was chosen to participate in field-test development for its program "Equipped for the Future".

Spring 1998

- "The Frontier in American Culture", an exhibition and series of programs began with State Librarian Kevin Starr speaking about "California and the American Dream."
- The Friends of the Library worked with SDPL and San Diego City Schools to sponsor a City-wide essay contest for students, expanding a project started by Jack Winer, President of the San Carlos Friends of the Library in San Carlos in 1997.

Winter 1998

- Local author Robert Wade was awarded the second annual Local Author Lifetime Achievement Award (LOLA) for his body of work which includes 46 mystery novels, many set in San Diego.

Summer 1998

- READ/San Diego, San Diego Public Library's adult literacy program, received the 1998 International City/County Management Association Award for Programs for the Disadvantaged.
- A "Library Awareness Campaign" kicked off area-wide, under the auspices of the Council on Literacy. Libraries were featured at Rock concerts, with a "Rock 'n Read" theme.
- The Padres joined with San Diego Public Library to encourage children to "Read Like a Pro", rewarding young readers with Padre tickets.
- Library users were pleased to have improved access to the collections as periodicals and government documents were added to the catalog.

Fall 1998

- City Heights Urban Village opened November 1, with the Weingart City Heights Library and Performance Annex offering new programs and services to this diverse community.
- Central Library's Science Section and four other locations were chosen to pilot an Environmental Information Project, offering information about fires, floods, earthquakes and pollution through Web access.

- Rotary International presented the Rancho Penasquitos Branch Library with a "World Peace and Understanding" collection.

Winter 1999

- Jane Smiley, Pulitzer Prize-winning author, kicked off the "Great American Writer's Series", a partnership with the City Club of San Diego, bringing great authors to library audiences.
- City Schools and the Libraries combined to get library cards in the hands of every elementary student. This major library card campaign resulted in about 15,000 new cards issued to area youngsters.
- Library's Web page adds "Featured Links" to help connect the community with high interest topics on the Internet.

Spring 1999

- The Carmel Mountain Ranch Library, designed by the M.W. Steele Group won a 1999 Award of Excellence for Library Architecture (from the *Library Administration and Management Association* and the *American Institute of Architects*).
- READ/San Diego benefitted from Mark McGwire's home runs hit in San Diego, as part of Starbucks Coffee "Out-of-the-Park and Into Books" program. They received \$10,000 when McGwire hit two home runs!



CENTRAL LIBRARY EXPANDS SERVICES AND COLLECTIONS

Central Library is the heart of the San Diego Public Library System. It serves as a regional reference center, housing Serra Cooperative Library System staff, who use its collections to answer questions for patrons of member libraries. Central's professional staff selects and shapes the collections, providing advice on the development of branch system resources. Its in-depth collection makes it the *largest public resource center* and the only U.S. Patent and Trademark Depository south of Los Angeles.

Central Library is organized into six subject sections, a Children's Room, I CAN! Center and an adult literacy program, READ/San Diego:

Art, Music and Recreation - donations from the Legler-Benbough Foundation, the Ruocco Foundation, Toshiba and the Society for American Baseball Research helped improve collections. Chamber Music and Opera Previews continued to attract record crowds, and for the first time, some concerts were videotaped for local broadcast.

History and World Affairs - *The Frontier in America*; *Una Storia Segrete: Italian Americans during World War II*; *A More Perfect Union*; *Hail to the Chief* were among notable exhibitions. *From Rosie to Roosevelt* combined documentary films and discussion in a national pilot program sponsored by the National Endowment for the Humanities.

Literature and Languages - a four-part book discussion series, *The Bridges That Unite Us*, considered Latino literature. *Poets-in-Person* featured poets Gary Soto and weekly discussions of major American poets. Librarians Evelyn Kooperman, Brinn Vaniman and Anna Daniels selected quotations and poetry for the Urban Art Trail. Calligraphers painted these on downtown sidewalks.

Science and Industry - A \$25,000 grant from the National Library of Medicine provided AIDS/HIV-related information resources, and workshops at Central and 13 branch libraries. **The Environmental Library** opened at 9601 Ridgehaven Court, Suite 130, in Kearny Mesa. A

unique collaborative effort between the City's Environmental Services Department and the Library, this facility specializes in professional and technical materials in the area of landfill operation, municipal and solid waste collection and disposal, and environmental programs, including recycling. The library is open to the public Monday through Thursday, 9:00 am to 1:30 pm.

Social Sciences - staff prepared resource guides including *Tideline*, a business newsletter on subjects such as *Investing in Mutual Funds*, *Library Resources for Publishing*, and *International Environmental Managements*

Standard, ISO 14000. Monthly tours of the Job & Career Center are provided to residents of St. Vincent de Paul's. A successful "Law Day" connected patrons with local lawyers in a free event.

Special Collections - California, Newspaper and Wangenheim Rooms. A \$10,000 Major Urban Resource Library grant provided genealogy resources including over 100 CD-ROMs, and volunteers were trained to provide support to patrons on these resources. Records from the Wangenheim Room were entered into the online catalog for easier patron access to the collection.

THE LIBRARY REACHES OUT

To Children . . .

Central Library's Children's Room and **Branch Youth Services Librarians** work together to provide the best possible services and programs to San Diego children. Children's Room and four branch libraries won a Science Odyssey Grant to provide science-oriented programs to support a PBS documentary series. Children from throughout the City participated in the 73rd and 74th Annual Summer Reading Programs. The NBC/39 "Rewards for Reading" Program encouraged families to read together. Service to young adults became a priority, and a Teen Library Services Survey was completed. Programs for teens included training on the Internet and a Science Odyssey program. Outreach to community schools and the Children's Museum "Bookstop" continued, and hundreds of tours and class visits were given.

To Persons with Disabilities . . .

Central Library's **I CAN! Center** hired a Disabled Services Librarian to coordinate services both at Central Library and branches throughout the system. The I CAN! Center provides state-of-the-art equipment to assist those with vision-, hearing-, and speech- impairments, as well as the physically disabled. It has collections of large print books and magazines, as well as a small collection of braille and braille/print books. A large screen computer can access

the library catalog. The Center has resource guides, catalogs from companies who provide assistive devices, and magazines and newsletters from disability organizations and associations. All branches have large print book collections and a number have specialized equipment.

To Adults with limited literacy skills . . .

READ/San Diego continued to win acclaim for its outstanding adult literacy program, with the selection by the National Institute for Literacy and the Staff Development Institute as one of 25 national adult education programs to pilot the new "Equipped for the Future" curriculum for adult literacy. READ/San Diego received a grant from the Starbucks Foundation in Seattle to support computer-aided learning and family literacy. Finally, READ/San Diego won the 1998 International City/County Management Association (ICMA) Annual Award for Programs for the Disadvantaged in Memory of Carolyn Keane. READ/San Diego celebrated ten years of service to San Diego adults with limited literacy, forming partnerships in developing learning centers and workplace literacy programs.

BRANCH LIBRARIES

SERVING COMMUNITIES

Branch Libraries serve San Diegans at 33 facilities located throughout San Diego. These libraries provide customized collections of popular and current materials, and allow patrons access through on-line catalogs to the resources of the entire system, electronic databases, and the Internet. Branches range in age from 72 years old to less than a year old, and in size from 2,300 to 26,000 square feet, serving as community meeting places, art galleries, concert halls and study spaces, as well as libraries.

- Works by six artists enrich the building
- Outdoor patio seating
- Computer lab cable connections funded by Cox Communications
- Parenting Resource Center funded by Mervyn's California and Martin and Enid Gleich

Branch Facility Planning and Improvements

All over the city, branch libraries received face-lifts, new



Weingart City Heights Library opened at 3795 Fairmount Avenue in November of 1998, providing a beautiful new library, performance annex and community center for the area formerly served by the East San Diego Branch Library. This unique complex, which includes park facilities and adjoins an elementary school and the police station, is part of a large redevelopment project aimed at revitalizing the City Heights community. Local business leader and philanthropist Sol Price had the vision which gave the impetus to the City Heights Urban Village. The highlights:

- 14,850 square foot library
- 5,000 square foot Head Start Program
- Community service center
- 5,000 square foot Performance Annex

paint, carpeting and loving care during 1997-1999 thanks to the combined efforts of the City Council (which made funds available), City staff, donors, volunteers and community-minded citizens. **Balboa, Kensington Normal Heights, Logan Heights, Mission Hills, North Clairemont, Ocean Beach, San Ysidro, Skyline Hills, and University Heights** all received improvements.

In addition, planning and design are proceeding for a number of new or expanded libraries - **College Heights, La Jolla, Mission Valley, Ocean Beach, Point Loma, Serra Mesa, and San Carlos** are all in some phase of planning or design. An update of the Branch Libraries Facilities Report was completed, detailing the condition and needs for the branch libraries.

LIBRARIES CELEBRATE DIVERSITY AND PRESENT PROGRAMS

Celebrations of many kinds filled the libraries - the Vietnamese New Year's Celebration at **Linda Vista Branch** offered dragon dances and traditional music. Black History Month was observed throughout City libraries, with storytellers, films and lectures as well as exhibits. **Malcolm X Library** presented a series of videos, *Journey Through the Bloodline: a Global View of Contemporary Black Documentary Videos*. A Centennial of Philippine Independence was feted at **Mira Mesa, Rancho Penasquitos** and **Skyline Hills**, while **Central's Social Science Section** created a resource guide for Filipino-Americans. A Festival of Freedom is held annually in **Linda Vista**, and a patriotic celebration including contests for children takes place at **Rancho Penasquitos**.

Music filled the air at many libraries, which presented Opera Previews (**Central Library, Scripps Miramar**

Ranch), and Chamber Music Series (**Central Library, Carmel Valley, Scripps Miramar Ranch**). **Taylor Pacific Beach** has also offered a series of concerts. The new **City Heights Urban Village Performance Annex** has presented a wide variety of programs including ballet, opera, a children's book festival and much more.

Art exhibits have continued at **Central Library**, featuring everything from Chinese Brush painting to origami. **Taylor Pacific Beach** has a series of monthly exhibitions which have featured local artists and have become highly regarded events. This series was featured in *American Libraries*, as an example of a successful collaboration between libraries and artists.



EMBRACING TECHNOLOGY

San Diego Public Library remains in the lead at connecting San Diego's residents with the world electronically. During these two years, major improvements brought faster access to patrons both at all the library locations and from home or work. These included:

Catalog The existing on-line catalog is moving towards a more user-friendly "web-based" version. It has been purged of inaccurate records, had periodicals and current government documents included, and "authority control" has been added to link all works by an author and provide cross-referencing among subjects in order to make it easier to search by author and subject.

Electronic Databases Databases which include full text as well as indexes of magazine and newspaper articles are available in every library, making it far easier for research from any location. Access to these valuable tools was improved during these two years by the completion of high speed T-1 lines to all libraries, and replacement of "dumb" catalog terminals with PCs.

Web Access San Diego Public Library's Web Pages now provide help in searching the Internet, as well as finding the nearest branch library and its hours, checking a current list of library events, and providing a link to the library's catalog.

Remote Access Library users can check the library's catalog from home, by dialing in directly with a modem, or through the Library's web page links. Patrons can see what books they have checked out and when they are due, as well as renew books online. In addition, they can access many of the electronic databases available in libraries!

Internet Because the Internet is a valuable research tool, every library location offers Internet access to patrons. In 1997-1999, local cable companies Cox Communications and Time Warner provided cable modems at each library, supplementing the service already available.



WE GET HELP FROM OUR COMMUNITY

At the beginning of the 20th Century, public libraries began to appear in large towns and small throughout America. A great many of these libraries were the result of gifts from Andrew Carnegie, who donated the funds to build almost 2,000 libraries.

As we enter the next century, we have come full circle. Across the nation, the growing demand for library services is outpacing tax revenues; libraries once again are turning to philanthropic individuals and organizations to fund their facilities and programs.

San Diegans are generously responding to the needs of the San Diego Public Library with both their time and their monetary gifts.

- \$57,400 in gifts and pledges, towards as goal of \$500,000, has been raised by the Point Loma Campaign Steering Committee to furnish and equip the new Point Loma Branch.
- The Friends of the San Diego Public Libraries donated more than half a million dollars to matching book, matching equipment, and capital funds during the two fiscal years; donations grew by almost 20% from one year to the next.
- During FY98, the Library launched the Library League to recognize donors who give annual gifts of \$100 and more. From an initial 238 individuals and organizations in FY98, membership grew to 332 in FY99, an increase of 39%.
- The number of gifts and the number of private-sector donors each grew by 27% from FY98 to FY99.
- Overall donations from non-government sources rose by more than 7%.
- The City of San Diego matched nearly \$1,000,000 of these donations through its Matching Library and Equipment Funds.
- Other donations of note during FY98 through FY99 included: two gifts from the Ellen Browning Scripps Foundation for library materials; two gifts from Bessie Irene Smith for the Cay Montgomery Technology Fund; gifts from Martin and Enid Gleich for the Summer Reading Program and other children's programming; gifts from the Simon and Elsie Winer Foundation for the Student Essay Contest; a gift from the Legler Benbough Foundation for the Central Library Arts Section; a contribution from the Lloyd and Ilse Ruocco Fund for materials on architecture and design; a donation from Starbucks Coffee Company for READ/San Diego; and a donation from Mrs. Albert Woodard for the Homework Center at the Kensington/Normal Heights Library.
- Funding from the Federal and State governments rose by 63% between the two fiscal years; the increase was primarily due to a more than 100% increase in the funding received from the State Public Library Foundation.



THANKS TO OUR VOLUNTEERS

Nearly 4,500 volunteers helped the library serve the public throughout the Library system during this two year period. Volunteers donated time to help in branches, at Central Library and at READ/San Diego, tutoring learners and helping promote literacy.

- Volunteers gave 225,000 hours during this period. Using the national average value of \$13.86 per hour (provided by the Point of Light Foundation), the total value of these hours was more than \$3,118,500 million!
- Volunteers helped patrons in computer labs, assisted with graphics for library publications, helped clean and shelf books, painted branch libraries, and presented lectures and programs at libraries.
- For example, fourteen volunteers from the Personal Support Activity Detachment of the 32nd Street Naval Station helped with a clean-up in the Central Library's History Section. They were part of the seventh annual Hands-On San Diego, a volunteer effort sponsored by United Way/CHAD. After spending the morning cleaning and dusting, the volunteers toured the library. But this was not the end of their volunteer stint - a number of them decided to stay and give blood at the library's blood drive!

THANKS TO THOSE WHO HELPED IN FISCAL YEAR 1998

Library Laureates

Advanced Marketing Services
Advocates for Classical Music
Leo Albert Library Endowment Fund
San Diego Foundation
Mr. and Mrs. Roland Eddy
Cameron Lee Fosterling
Mr. and Mrs. Andrew Gilligan
Martin and Enid Gleich
Joan Henderson
Meredith C. & Ruth A. Hill Trust
Samantha Davies
Home Savings of America
Jack & Jill of America, Inc.
David Kimball
Laubach Literacy International
Kiwanis Club of Grantville/Allied Gardens
The Lundy & Crawford Endowment Fund,
San Diego Foundation
Mr. and Mrs. William Morrison
Sally Mason-Robinson
National Video Resources
Mr. and Mrs. Jerome Navarra
Pardee Construction Company
Gladys Edna Peters Trust
Presley Homes

Qualcomm Incorporated
David & Margaret Radoff Trust
Lawrence Pierce
San Diego Fine Woodworking Assn.
The San Diego Foundation
Ellen Browning Scripps Foundation
Bessie Irene Smith
Southwestern Cable TV
Social Advocates for Youth
Gary Stroup
Solar Turbines Incorporated
Cox Communications PCS, L.P.
Sprint PCS
Starbucks Coffee Company
WGBH Educational Foundation
The Simon and Elsie Winer Foundation, Inc.

Literary Lions

Mr. and Mrs. Donald Bamber
Bernard Eggertsen
Fredric Freund
Kenneth Martin
Modern Poetry Association
Marsha Lindsey
Pacific Bell
Phillips Trust

Retired Fraternal Order of Eagles
Lawrence Roos
Mrs. Charles Ross
Mrs. Sidney Saltzstein
San Diego County Credit Union
Mr. and Mrs. Michael Shapiro
Mr. and Mrs. Horton Telford
The Thursday Club
Frederic/Eileen Monaghan
Whitaker Foundation
Suzane Whitman
Zonta Club of La Jolla, Inc.

Library Literati

Marvia Willadsen
Allied Gardens Woman's Club
Mesa Centers, Arnold Construction Co.
Mr. and Mrs. Chuck Brazell
RTF Management & Development Co.
Club X/Leatherfest
Cubic Corporation
Lennon Goins
Patricia Higgins
Mr. and Mrs. R.L. Miller
L & S Rosenberg Family Foundation
Raymond Skirsky

Tierrasanta Junior Women's Club
Mr. and Mrs. Quincy Troupe
Valencia Park Pop Warner

Library Lovers

Yael Alpert
American Library Association
Anonymous
Dorothy Ansoff
Samuel Preston Bailey
Bank of Commerce
Barbey Family Trust
Ellen Barnett
Sharon Barton
Katherine Baylor
Mr. and Mrs. Marvin B. Berman
Mr. and Mrs. Ralph Berman
Charles Betlach
Mr. and Mrs. Ernest Boldrick
Joyce Stephens Boosey
Patty Bradbury
Mr. and Mrs. Robert Breitbard
Althea Brimm
Daniel Brimm
Dr. and Mrs. William Browning
Mr. and Mrs. Carmine J. Bua

Marion Buzzard
Antoinette Caragozian
Mr. and Mrs. William Cheek
Yng Jen Cheng
Ruth Clothier
Arthur John Cohrs
Tamara Coon
Mr. and Mrs. Peter Copen
Mr. and Mrs. Loch Crane
Mary Cunningham
Dr. L. J. Deftos
Dr. M. E. Flatley
Jane Dickinson
Steven Petroski
Mr. and Mrs. Frank Dixon
Mary Dohrman
Roy Drew
Dr. Alice Dyer
The Edwards Associates
Ekstrom Industries
Mr. and Mrs. Dan Epstein
Robert Eugley
Louise F. Fearman
Dennis P. Dieffenbacher
Mr. and Mrs. Elliot Feuerstein
David Fletcher

Michael Flumian
B. Jean Fort
Nova Fraser
Mr. and Mrs. Gordon Frost
Mr. and Mrs. Clarence John Funk
Drs. James & Georgiana Galas
Gamma Phi Beta
Betty Gay
Steven Golbus
Eunice T. Goldberg Family Trust
Mr. and Mrs. Tad Graham
Deborah Green
Mr. and Mrs. Bob Grieser
Sharon Griswold
Mr. and Mrs. Daniel Hamlin
Caroline Hamlin
Janice Hodorowski
Handy Horiye
Mrs. Edwin Hough
Jean Hough
Richard Howe
Susan T. Howe
Paul Jacks
Norma M. James
Jimbo's Natural Family, Inc.
J. Susan Johnson
Nancy Olmsted Kaehr
Mr. and Mrs. Samuel Kastner
Jerald L. Katleman Family
Yasuko Kawamura
Robert Boyce
Kiwanis Club of Old San Diego
Philip Klauber
Dr. Harriet Green Kopp
Mr. and Mrs. Alvin Korobkin
George LaPointe
Mr. and Mrs. John Latus
Thomas Leech and Associates
Harold Lewis
Dorothy Jean Lewis
Joan L. Lieffers
Mr. and Mrs. Mathew Loonin
Mr. and Mrs. Edgar Luce
Mr. and Mrs. Mortimer Luster
Pamela Maher
Mr. and Mrs. Jim Martin
Mary Lee McNaughton
Harry Mead
Janice Mittelmark
Maureen Moore
Arnold A. Timmermann
Mr. and Mrs. Wayne Myers
Thomas P. Nickell
Toni Woodward Nickell
Mrs. S. F. Nielsen
John Norris
Jane Olds
Julia Sadleir
Pacific American Institute
Mr. and Mrs. Robert H. Palmer
Una Pierce
Jaime Pineda
Point Loma Kiwanis Foundation
Mr. and Mrs. Forrest Robinson
Ruth Robinson
SKO Enterprises, Inc.
San Diego Knitters
San Diego Padres L. P.
Richard Siegel
Mr. and Mrs. Brown Smith
Richard Smith
Soroptimist International Mission Bay
Prof. and Mrs. F.N. Spiess
Square Eighters
Don Stillwell
Zoe Stout
Mr. and Mrs. Sam Takahashi
Anna Tatár
Mr. and Mrs. Jacques Templin
Mr. and Mrs. Waring Thorne
Mr. and Mrs. Lawrence True
Mr. and Mrs. Abel Vigil
Carey Gail Wall
Hugh Weckerly
Sarah White
The Hon. Howard Wiener
Jack Winer
Mr. and Mrs. Charles Withers
Angela Yang

And Thanks to those who helped in Fiscal Year 1999:

Library Laureates
Accel Technologies
Leo Albert Library Endowment Fund at the San Diego Foundation
American Bar Association
Friends of Linda Begley
Legler Benbough Foundation
RTF Management & Development Co.
The Brodard Foundation
California Council for the Humanities
Sybill J. Comings Trust
Mr. and Mrs. Clyde Cordner
Dixie Flag Creative Services Group
Bernard J. Eggertsen, M.D.
Excel Legacy Corporation
Mr. and Mrs. Andrew Gilligan
Martin and Enid Gleich
Mr. and Mrs. Michael Haney
Joan Henderson
Jack & Jill of America, Inc.
Mr. and Mrs. William Jacoway
Gerald Johns
Kiwanis Club of Grantville/Allied Gardens
The Lundy & Crawford Endowment Fund at the San Diego Foundation
Mr. and Mrs. Jim Martin
Shelley Miller
Mission Hills Association, Inc.
Mr. and Mrs. William Morrison
N.A.N.B.P.W.C., Inc.
Mr. and Mrs. Jerome Navarra
Pardee Construction Company
Piazza Retail, LLC
Qualcomm Incorporated
Margaret L. Radoff
Marquerite Reeves Trust
Florence Riford La Jolla Library Endowment Fund at the San Diego Foundation
The LLOYD and Ilse Ruocco Fund at the San Diego Foundation
San Diego Fine Woodworking Assn.
The San Diego Foundation
San Diego Woman's Club
Stuart Schechter
Harry Schnepf
Ellen Browning Scripps Foundation
Serra Mesa Community Council
Dr. Seuss Foundation
Mr. and Mrs. Michael Shapiro
Mr. and Mrs. George Shumway
Bessie Irene Smith
Social Advocates for Youth
Starbucks Coffee Company
Mr. and Mrs. Michael Thiemann
Tierrasanta Community Council
Mr. and Mrs. Gene Trepte
Sam Veisel
The Simon and Elsie Winer Foundation
Mrs. Albert Woodard

Literary Lions
Mr. and Mrs. Donald Bamber
Mr. and Mrs. John Barry
J. Brodie
Marion Brodie
Bonnie & John Chalker
Cubic Corporation
The Edwards Associates
Fraternal Order of Eagles
Mr. and Mrs. Len Gosink
Mr. and Mrs. Robert Hasse
Rik and Flo Henrikson
Las Patronas
Mr. and Mrs. Edgar Luce
Mr. and Mrs. F. Dale Marriott
Kenneth Martin
Richard Allen Morris
Mr. and Mrs. Mark Robertson
San Diego County Credit Union
Washington Mutual
Frederic/Eileen Monaghan
Whitaker Foundation
Suzanne Whitman Philanthropic Fund

Library Literati
Jane Anderson
Eliasib Cantu
Arthur John Cohrs
The Daro Foundation
Charles Elster & Myrna Zambrano
Mr. and Mrs. Dick Eppley
Elizabeth Franco Bradley
Drs. James & Georgiana Galas
Griffin Ace Hardware
Friends of William L. Heinzman
Mr. and Mrs. Kenneth Hill
Janice Hodorowski
Helen Johnson
Paul Jones
Friends of Ann Kantor
Friends of John Kerman
Kiwanis Club of Pacific Beach
Carma Leigh
Mary Lee McNaughton
Mr. and Mrs. R.L. Miller
Catherine Lewis Montgomery
Margaret Oberting
Juliet Phillips
Point Loma Rotary Club
Margaret Racz
Solomon Rosenbaum
San Diego African American Genealogy Research
Myrna Roberts
San Diego Booksellers Assoc.
Sister Sonja Award Committee
Richard Stone
Norma Taylor Memorial Fund for Literacy
Welcome Wagon Club of La Jolla

Library Lovers
Dr. and Mrs. Roberto Abdelnur
Mr. and Mrs. Charles Allen
Dorothy Ansoff
Mr. and Mrs. Arthur Armstrong
Samuel Preston Bailey
Mr. and Mrs. Marvin B. Berman
Mr. and Mrs. Ralph Berman
Mr. and Mrs. Joseph Berriman
Borders
Mr. and Mrs. Harry Boyle
Mr. and Mrs. Mark Braverman
Mr. and Mrs. Robert Breitbard
Althea Brimm
Thomas Brock
Barbara Brodigan
Sophie and Arthur Brody Foundation
Virginia Brust
Mr. and Mrs. Carmine J. Bua
Marion Buzzard
Califormula Radio
Dr. and Mrs. Robert Callicott
Antoinette Caragozian
Carlin Construction Company
Carmel Valley Community Council
Candace Carroll
Nancy Carter
Carolyn Chau-Khou
Mr. and Mrs. William Cheek
Mary Codling
Nancy Coleman
Tamara Coon
Steve Corwin
Claudia Craig
Mr. and Mrs. Loch Crane
Chet Cunningham
Mr. and Mrs. Anthony Czarnik
Diane D'Andrade
Joan Dayton
Dr. and Mrs. Paul Dean
Kirsten Deluca
Peter Demirali
Jane Dickinson & Steven Petroski
Mr. and Mrs. Frank Dixon
Roy Drew
John Dryden
Betty Dunton
Mr. and Mrs. Patrick Durkin
Margurite Eastin
Mr. and Mrs. Edward Edwards
Colonel and Mrs. John Ellis
Juliet Emery

Energy Communications Group
Mr. and Mrs. Dan Epstein
Louise Fearman & Dennis Dieffenbacher
Joseph Fisch
Drs. Marie Flatley & L. J. Deftos
Thomas Fleming
Mr. and Mrs. Richard Ford
B. Jean Fort
Faiya Fredman
Mr. and Mrs. Gordon Frost
Dr. Dorothy Fue Wong
Mr. and Mrs. Clarence John Funk
Mr. and Mrs. Jon Gallagher
Debra Gookin Garcia
Betty Gay
Geocon Incorporated
Mr. and Mrs. Mark Ginsberg
Steven Golbus M.D.
Mr. and Mrs. Tad Graham
Deborah Green
Mr. and Mrs. L. A. Guske
Mr. and Mrs. Daniel Hamlin
Loel Ann Hammond
Wanda Hannabach
Mary Harker
The Haworth Family Trust
Mr. and Mrs. Michael Heinzman
Steven Heinzman
Mary Hiatt
Isaac Hirschbein
Mary Olsen Hohmeyer
Dr. Eileen Holliday
Handy Horiye
Mr. and Mrs. Quinn Hornaday
Helen Hoyt
E. J. Hudak
Mr. and Mrs. Graham Humphrey
Gloria Hurst
Mary Ireland
Rebecca Irwin
Paul Jacks
Adrian Jaffer M.D.
Norma M. James
Mary Alane Jessup
Jewish Cultural Services Center
Mr. and Mrs. Robert Jones
Sally Jones
Nancy Olmsted Kaehr
Charles Kakos
Mr. and Mrs. Samuel Kastner
Jerald L. Katleman Family
Mr. and Mrs. Dang David Kha
Dr. and Mrs. Bruce Kimball
Mr. and Mrs. Larry Klages
Philip Klauber
Irvin Klein
Dr. Harriet Green Kopp
Mr. and Mrs. Alvin Korobkin
Kathleen Krull & Paul Brewer
Minerva Kunzel
La Jolla Del Sol Club ITC
La Jolla Woman's Club
George LaPointe
Myrna Lane
Lankford & Associates, Inc.
Pauline Lee
Irene Lepi
Mr. and Mrs. Charles Lewis
Tekla Loeber
Mr. and Mrs. Enrique Lombrozo
Mr. and Mrs. Mortimer Luster
Pamela Maher
Helen Malone
Julie McKane
Harry Mead, Jr.
Alice Miller
Mr. and Mrs. Edwin Miller
Helen Miller
Laureen Miller
Mr. and Mrs. Robert Miller
Mira Mesa Golden Friends
Mr. and Mrs. Charles Moffett
Maureen Moore & Arnold Timmermann
Mr. and Mrs. Wayne Myers
Mr. and Mrs. Erick Myrman
Ellen Naliboff
Mrs. S. F. Nielsen
John Norris
Joe Nyiri
Mr. and Mrs. William Oakes
Margaret Anne Olson
Manuel Oncina
Our Savior's Welca
Pacific American Institute
Catherine Palmer
Mr. and Mrs. Robert H. Palmer
Mr. and Mrs. Paul Parris
Deb Pedersdotter
Mr. and Mrs. James Phillips
Frances Pierce
Una Pierce
Mr. and Mrs. Robert Plachta
Mary Platter-Rieger
Anne Podney
Martin Poirier
The Questers, Rancho Monserate 1261
Mr. and Mrs. Eyal Raz
Donald Ross
Dr. Anne Rumsey
Thomas Ryan
Frances P. Osborn
SHARE
Donna Salk
San Diego Commercial Finance
San Diego Knitters
San Diego Miramar College
San Diego Padres L. P.
Mr. and Mrs. John Sanford
Mr. and Mrs. Jeffrey Schindler
Russell & Brigid Schnapp
Dennis & Verena Seisun
Mr. and Mrs. Melvin Selzer
Jacqueline Semenova
Shrinath Narayan Shenoy
Judith Sherwood
Hiroko Shike
Conwell, Shonkwiler and Assoc.
Robert Silagi
Norma L. Simmons
Mr. and Mrs. Brown Smith
Richard Smith
Harry Sowards
Sarah Jane Spahr
Robert Stalker
Stanbury, Lewis & Lloyd, Inc.
Raymond Starr
Pamela J. Stear
Dr. and Mrs. Daniel Sullivan
Melvin Sweet
Mr. and Mrs. Sam Takahashi
Mr. and Mrs. Tim Tanzer
Anna Tatár
Mr. and Mrs. Horton Telford
Mr. and Mrs. Jacques Templin
Claudia Pat Thompson
Mr. and Mrs. Waring Thorne
Mr. and Mrs. Charles Todd
Joyce Trischler & John McNelly
Tuesday Needlers
Mark Turner
Robert Tutelman
Dr. and Mrs. Willard Vanderlaan
Vietnamese Federation of San Diego
Marie Walker
Dr. and Mrs. Robert D. Wallace
John Waterbury
Bamby Werner
Sarah White
Evelyn Wiggins
Mr. and Mrs. Everett B. Williams
Mr. and Mrs. Stephen Williams
Mr. & Mrs. Anthony Wilson
Elizabeth Wilson
Katherine Wilson
Mr. and Mrs. Charles Withers
Dr. and Mrs. Benjamin Woodward
The Hon. & Mrs. Douglas Woodworth
Mr. and Mrs. Donald Yeckel
Carol & Robert Young
Mr. and Mrs. Bob Younger
Mr. and Mrs. Marvin Zigman

HOW MUCH IS LIBRARY SERVICE REALLY WORTH?

The business of the public library is to gather books, information, and related material and to make them available *Free* to the residents of the City of San Diego. If our patrons had to buy the materials and services in Fiscal Year 1999 that we provided to them, they would have paid at least...**\$156,470,965!**

For example:

- 6,400,667 items (including books, audio-visual materials, etc.) were borrowed. At an average retail price of \$20, these would have cost **\$128,013,340**
- 1,682,865 books, periodicals and newspapers were used in libraries but not checked out. If the library user had to purchase these materials at an average retail price of \$10 these would have cost **\$16,828,650**
- 1,902,267 questions were answered in person and by telephone by library staff. Had the library user had to pay \$2 for each inquiry, the cost would have been **\$3,804,552**
- 637,017 persons used the electronic magazines and newspapers on the library's IAC database. If the user had to purchase these materials or pay for access at \$5 each, these activities would be worth **\$3,185,085**
- 313,503 persons signed up and used the Internet on a library workstation. If the user had to pay for access at \$10 each, these activities would be worth **\$3,135,030**
- 116,437 persons attended 3,672 library programs (excluding the Film and Chamber Music Series). At a \$2.50 admission these activities would be worth **\$291,093**
- 23,321 children and teens registered for the Summer Reading Program. If each had paid a \$5 registration fee, this would have cost **\$116,605**
- 647 literacy and ESL tutors provided 39,763 hours of tutoring to 889 learners. At \$25/hour, this service would have cost **\$994,075**
- Over 195 students spent 5,553 hours using computer resources at the Library's Literacy Computer Lab. At \$10/hour, this would have cost **\$55,530**
- 4,737 persons attended Monday evening and Sunday afternoon film series. At \$5 admission, these activities would be worth **\$23,685**
- 2,332 persons attended the Chamber Music Series at the Central Library. At \$10 admission, these activities would be worth: **\$23,320**

**These are just some of the services San Diego Public Library provided in Fiscal Year 1999.
The value was much more to many users than the estimate of \$156,470,965**

**However, all of the library's services in Fiscal Year 1999 cost the
taxpayers of the City of San Diego only \$22,782,011**

STATISTICAL HIGHLIGHTS

	FISCAL 1998	FISCAL 1999	
Population Served	1,201,900	1,254,281	<i>Sixth largest city in the U.S., Second largest in California</i>
Square Miles Served	331	331	<i>More than the area of the other 17 cities in the region combined</i>
Registered borrowers	711,719	730,455	<i>More than registered voters in San Diego</i>
New registrations	102,084	93,078	<i>More than the entire population of Vista</i>
Materials Circulated	6,494,616	6,400,667	<i>5.40 items per capita</i>

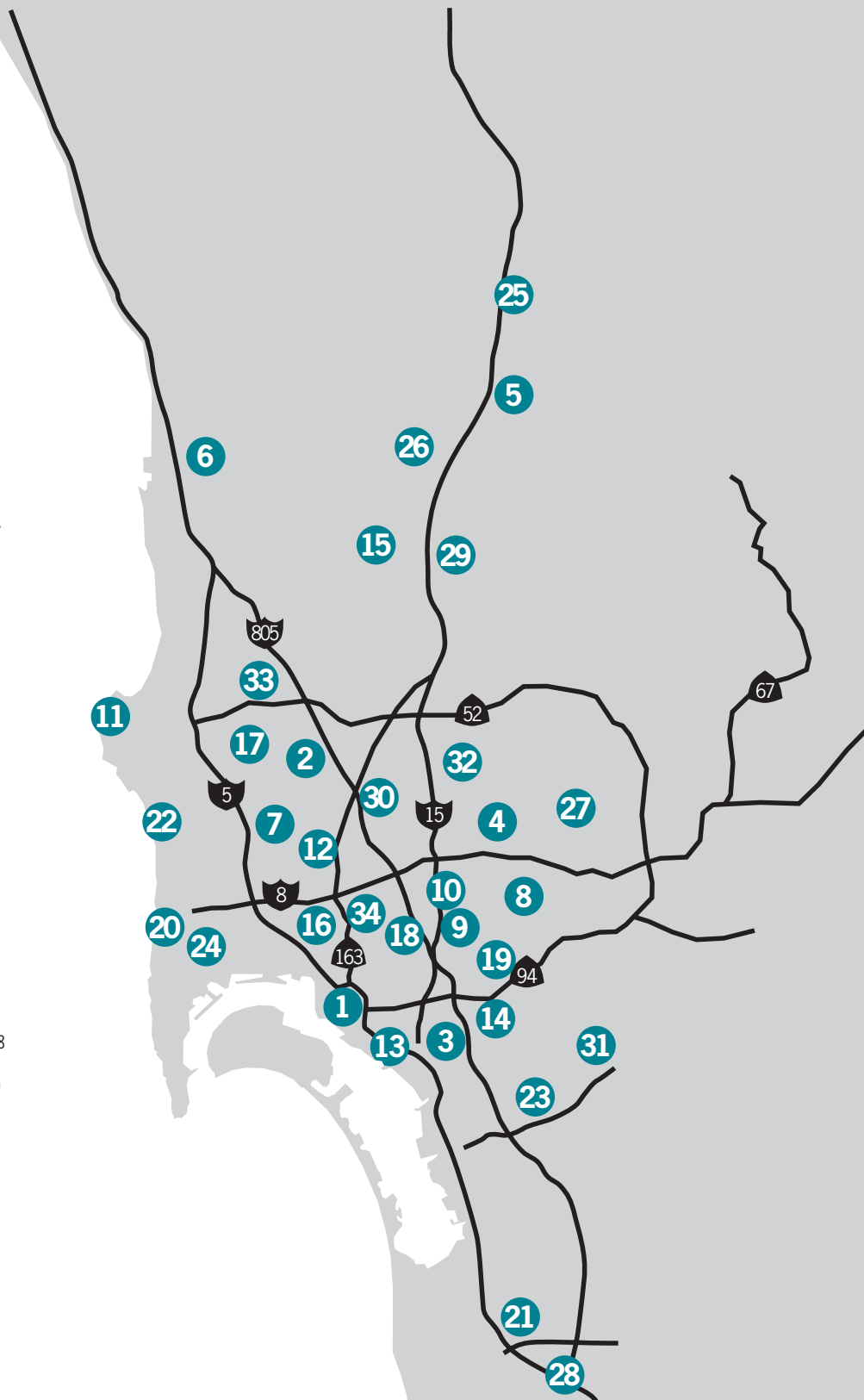
Resources

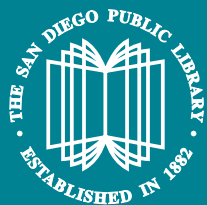
	FISCAL 1998	FISCAL 1999
Volumes	2,646,251	2,898,605
New books added	193,645	253,169
New titles added	28,449	34,791
Bound periodicals	88,100	88,300
Current subscriptions	4,012	3,710
Government documents	1,721,207	1,711,976
Microforms	631,583	644,583
Audiovisual items	108,268	151,711

General Fund Operating Budget

	FISCAL 1998	FISCAL 1999
Salaries & Wages	\$ 11,520,293	12,524,864
Benefits	3,270,330	3,607,856
Books & Materials	1,707,181	2,151,249
Data Processing	1,889,904	2,062,720
Utilities	925,575	772,448
Supplies, Equipment, Other	2,245,690	1,662,874
Total	\$ 21,558,973	22,782,011

- 1 **Central Library**
820 E Street, San Diego, CA 92101
- 2 **Balboa Branch**
4255 Mt. Abernathy, San Diego, CA 92117
- 3 **Beckwourth Branch**
721 San Pasqual St., San Diego, CA 92113
- 4 **Benjamin Branch**
5188 Zion Avenue, San Diego, CA 92120
- 5 **Carmel Mountain Ranch**
12095 World Trade Dr., San Diego, CA 92128
- 6 **Carmel Valley Branch**
3919 Townsgate Dr., San Diego, CA 92130
- 7 **City Heights/Weingart Branch**
3795 Fairmount Ave., San Diego, CA 92105
- 8 **Clairemont Branch**
2920 Burgener Blvd., San Diego, CA 92110
- 9 **College Heights Branch**
4710 College Ave., San Diego, CA 92115
- 10 **Kensington/Normal Heights Branch**
4121 Adams Ave., San Diego, CA 92116
- 11 **La Jolla/Florence Riford Branch**
7555 Draper Ave., San Diego, CA 92037
- 12 **Linda Vista Branch**
2160 Ulric St., San Diego, CA 92111
- 13 **Logan Heights Branch**
811 So. 28th St., San Diego, CA 92113
- 14 **Malcolm X Library and Performing Arts Center**
5148 Market Street, San Diego, CA 92115
- 15 **Mira Mesa Branch**
8405 New Salem St., San Diego, CA 92126
- 16 **Mission Hills Branch**
925 W. Washington St., San Diego, CA 92103
- 17 **North Clairemont Branch**
4616 Clairemont Dr., San Diego, CA 92117
- 18 **North Park Branch**
3795 31st St., San Diego, CA 92104
- 19 **Oak Park Branch**
2802 54th St., San Diego, CA 92105
- 20 **Ocean Beach Branch**
4801 Santa Monica Ave., San Diego, CA 92107
- 21 **Otay Mesa Branch**
3003 Coronado Ave., San Diego, CA 92154
- 22 **Pacific Beach/Earl & Birdie Taylor Branch**
4275 Cass Street, San Diego, CA 92109
- 23 **Paradise Hills Branch**
5922 Rancho Hills Dr., San Diego, CA 92139
- 24 **Point Loma Branch**
2130 Poinsettia Dr., San Diego, CA 92107
- 25 **Rancho Bernardo Branch**
17110 Bernardo Center Dr., San Diego, CA 92128
- 26 **Rancho Penasquitos Branch**
13355 Salmon River Road, San Diego, CA 92129
- 14 **READ/San Diego Adult Literacy Program**
5148 Market St., San Diego, CA 92115
- 27 **San Carlos Branch**
7265 Jackson Dr., San Diego, CA 92119
- 28 **San Ysidro Branch**
101 W. San Ysidro Blvd., San Diego, CA 92173
- 29 **Scripps Miramar Ranch Library Center**
10301 Scripps Lake Dr., San Diego, CA 92131
- 30 **Serra Mesa Branch**
3440 Sandrock Rd., San Diego, CA 92123
- 31 **Skyline Hills Branch**
480 S. Meadowbrook Dr., San Diego, CA 92114
- 32 **Tierrasanta Branch**
4985 La Cuenta, Dr., San Diego, CA 92124
- 33 **University Community Branch**
4155 Governor Dr., San Diego, CA 92122
- 34 **University Heights Branch**
4193 Park Blvd., San Diego, CA 92103





Susan Golding
Mayor

City Council

Harry Mathis
Byron Wear
Christine Kehoe
George Stevens
Barbara Warden
Valerie Stallings
Judy McCarty
Juan Vargas

Board of Library
Commissioners
Michael D. Madigan, Chair

Elizabeth Franco-Bradley
Charles H. Elster
Ann W. MacCullough
Norris S. Nagao
Khalada Salaam-Alaji
Mary Lindenstein Walshok

Library Administration
Anna Tatár
Library Director

Helga Moore
Deputy Director

Meryl Balko
Deputy Director

Sally Thomas
Director of Development

Friends of the San Diego
Public Library Board
a California Tax Exempt
Corporation

Alberta Waggoner
President

Jack Winer
John N. Sedgwick
Carleen Hemric
E.T. Perry
Frances Pierce

Printed on Recycled Paper.
This information is available
in alternative formats upon
request.

Esta informacion se
encuentra disponible en
otros medios.